Learning Aim A (3.1) - Social Media Platforms

Activity 2 – Audience profile for social media sites (target audience)

It is important that businesses understand the audience profile of a particular social media site before they decide which ones to use. Things to consider are age group, gender, geographical location, etc. Spend some time reviewing statistics on social media usage and the audience profiles some social media sites. Use the websites below to help you with this or find others yourself. Discuss your findings in the table below and include statistics and charts.

Websites:

The UK Social Media Statistics for 2021:
https://www.avocadosocial.com/the-uk-social-media-statistics-for-2021/

Audience Profile Statistics (use the search bar to search for relevant charts – e.g. 'Facebook users')
https://www.statista.com/

The 2021 Social Media Demographics Guide
https://khoros.com/resources/social-media-demographics-guide

Global social media statistics research summary 2022
https://www.smartinsights.com/social-media-marketing/social-media-strategy/new-global-social-media-research/

Site	Audience Profile (Target Audience)
Facebook	
Twitter	
Instagram	
Tik Tok or Snapchat	

Extension Activity

Look at the following products and services. What social media platforms would be the best ones to use for businesses who want to promote that type of product or service, given the audience profiles you have identified above?

Site	Recommended Social Media Sites (state why)
Relaxing beach holidays	
Clubbing holidays	
Bars and restaurants	
Sportswear	
Online Gaming Products	
Trainers	
Toys	
Furniture	